

### **On-campus media**

Don't forget about the resources we have at Reed. The Quest and KRRC will be glad to get the word out to the campus community.

### **Traditional promotion**

- At Reed (email At Reed by 9am Thursdays)
- Posters (materials available in the student activities office)
- Fliers
- Table tents in the commons (Ask Bon Appétit manager before you put them up)
- Email the Senate president to get included in the all-student SB Info e-mail
- Buttons

### **Other publicity ideas**

- Anything that's eye-catching and 3D
- Residence hall competition
- Skits, stunts with costumes
- Logos
- Curiosity teasers—sneak previews, clues to an event
- Classroom blackboards
- T-shirts (worn in advance of event)
- Free tickets
- Announcements sent to the faculty and other relevant groups
- Doorknob signs
- Banners on cars
- Body painting
- Leaflets handed out
- Get the HAs to spread the word to their dormies
- Anything else you can think of that's legal and gets the word out!

## **This brochure is one in a series on achieving effective campus involvement**

- who's who at Reed
- budgeting
- contracting
- event planning
- funding
- passing it on
- publicity
- student activities programs and resources
- conflict resolution
- showing movies on campus

# guide to **Publicity**

how to create buzz and get the word out for your event

**For more information**, please stop by the student activities office in Gray Campus Center 104, call us at 503-788-6692, or email [student-activities@reed.edu](mailto:student-activities@reed.edu)

# REED

**Student Activities Office**  
Gray Campus Center 104  
503-788-6692  
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Publicity is important to most organizations. Without the proper publicity an organization's goals—to attract new members, to provide a program or service, or to raise money—may not be met. Careful thought and planning should be put into your publicity efforts to get the desired results. The most effective publicity allows the audience to grasp all the important facts of the program quickly. Accordingly, promotional materials should bear a clear message that is designed to evoke a response from the viewer.

## **What should I think about when planning publicity?**

### **Budget**

Always complete a budget in advance. Determine how much you can realistically spend and if there are any hidden costs. Will the return be worth the expenditure? Can you think of inexpensive and creative methods? Can you afford to make color advertisements or to even stuff mailboxes with small toys?

### **Audience**

Who do you want to reach and how? Is this event just for your dormies or are do you want people from all of campus to feel welcome? Will you be trying to attract people from off campus? Remember that publicizing something for professors, staff, or the off-campus community may be entirely different from publicizing an event for students on campus.

### **Information**

Make sure that your publicity materials contain all of the appropriate information (who, what, when, where, why, how, how much, contact information). Publicize the aspect of your program which people are most familiar with and to which they can relate. If you have an extended time frame for publicizing, you might use a "teaser" advertisement and then follow up with the basic information.

### **Resources**

What are your resources? The Student Activities Office offers many basic poster making materials for student use. Students can also pay a small fee to use a button maker or laminator. Stop by the office to check out all the resources available.

### **Posting guidelines**

Students are welcome and encouraged to post signage across campus advertising their events. In most buildings, signs need to be hung on designated bulletin boards. Outside of the GCC, all signs are removed once a week. In the GCC, students can hang signs on walls and boards. These signs will be removed once the event has occurred. Any sign hung on a wall must be hung with blue painters tape. This can be acquired free of charge from the Student Activities Office. Signs cannot be hung on the windows of doors anywhere on campus.

### **Location**

Where will your materials get the most attention? Choose high-traffic areas and give thought to placing your advertisement in different and unusual places. Be creative! Remember that everyone at Reed eventually becomes "flierblind." Be sure to take posting guidelines into account.

### **Timing**

How much time do you have? What deadlines must be met? How long will printing take? The optimum time to begin advertising the event is two weeks before the actual event date. Write up a realistic calendar with deadlines to keep track of your progress.

### **History**

Look at past records and ask yourself these questions: Was the last event successful? How did the marketing aid or deter attendance? What could be done differently? What can we use from before? What should we avoid? How do I get the word out? Once you have planned your publicity thoroughly, your campaign should be ready to take off. All that is needed is the appropriate medium. The following list of the various types of media will help you formulate a successful publicity push.

### **Word of mouth**

Probably the best medium of all is word of mouth. If everyone talks up the event in classes, at parties, and in the commons, people will become interested. Get people talking and interest will spread.

### **Off-campus media**

All students interested in advertising off-campus first must get the permission of the Senate. After this is done, the media relations manager in the communications office can guide you in how to write and distribute a press release and how to reach the appropriate Portland media, including how to obtain event calendar listings. Because newspapers often have early deadlines, please contact the communications office three to four weeks before your event. Come by Eliot 212, send email to [publicity@reed.edu](mailto:publicity@reed.edu), or call 503/ 777-7574.